

PUFFING BILLY RAILWAY

PARTNERSHIPS PROSPECTUS



Puffing Billy Railway is proud to offer a collaborative partnership opportunity for tourism businesses in our region.

PUFFINGBILLY.COM.AU



WHO ARE WE

PUFFING BILLY RAILWAY is Australia's foremost operating steam railway, and one of the largest narrow-gauge heritage steam railways in the world. Its history spans a period of 120 years. Remarkably, for more than half that span, it has operated as a volunteer-based not-for-profit body. The Puffing Billy Railway (PBR) is operated by the Emerald Tourist Railway Board.

The narrow-gauge line between Belgrave and Gembrook in Victoria survives as one of the most intact examples of pioneering railway infrastructure in Australia. Its steeply graded banks, trestle bridges, line-side telegraph, signalling and rolling stock are of an era elsewhere replaced by modern technology. This railway takes its "era of significance", dating from 1900 to 1930, seriously. This emphasis has held the Organisation in good stead over the years and is the key to understanding the philosophy which drives the Emerald Tourist Railway Board in achieving preservation goals.

OUR PURPOSE

To preserve and share Puffing Billy Railway, its stories, community, and environment.

OUR VISION

To preserve and share a world renowned, community-based heritage rail experience, which captures both the natural beauty and rich social history of Victoria's Dandenong Ranges.

OUR MISSION

We provide a unique opportunity for visitors to immerse themselves in our rich local history, environment, and communities; foster and harness the passion our volunteers and staff have for heritage rail or community interaction.

BENEFITS OF BEING A PARTNER



- By partnering with Puffing Billy Railway, your business will be aligning with a much loved tourist attraction.
- Together, we will aim to increase the awareness of our region and length of stay.
- Puffing Billy Railway will endorse your business by recommending you as a place for our visitors to **EAT, STAY OR DO** in conjunction with their visit.
- There is no cost to you as a partner.

OUR REACH



WEBSITE TRAFFIC
329,000+ UNIQUE VISITORS
PER YEAR (2020-2021)



FACEBOOK 51,000+
FOLLOWERS



INSTAGRAM
14,000+ FOLLOWERS
68,900+ #PUFFINGBILLY POSTS



E-NEWSLETTER
20,000+ SUBSCRIBERS

HOW DOES IT WORK?



INCLUDED:

RECIPROCAL WEBSITE LINKS

- **YOUR PARTNER BENEFIT:** Showcase your business on the Puffing Billy Railway website with a high resolution image, 150-word description and website link.
- **YOUR COMMITMENT:** To showcase Puffing Billy Railway on your website. We will provide you with a high-resolution image, 150-word description and website link.

SOCIAL MEDIA POSTS

- **YOUR PARTNER BENEFIT:** Puffing Billy Railway will promote your business via 2 x specific posts per year across our social media platforms.
- **YOUR COMMITMENT:** To publish 2 x posts promoting Puffing Billy Railway on your social media channels. Puffing Billy Railway will provide you with content.

POSTER DISPLAY

- **YOUR PARTNER BENEFIT:** Puffing Billy Railway will display a poster on our platforms encouraging visitors to explore places to EAT, STAY and DO nearby.

OPTIONAL:

COMMISSIONABLE PUFFING BILLY RAILWAY TICKETS

- **YOUR PARTNER BENEFIT:** Exclusive access to online agent portal. Receive a commission on pre-booked Puffing Billy Railway Excursion Train and other applicable products.

EMAIL COMMUNICATION:

- Puffing Billy Railway can promote your business in our e-newsletters.
- Partners can promote Puffing Billy Railway in their newsletters.

SPECIAL OFFERS AND GIVEAWAYS:

Partners can participate in seasonal campaigns by providing special offers and vouchers for Puffing Billy Railway to use when promoting to our customers and social media audience.

T&Cs apply.

HOW DO I QUALIFY?



All Puffing Billy Railway partners will fall into one of the following categories:



EAT

Restaurants and cafes located in the Dandenong Ranges.



STAY

Accommodation providers including Bed & Breakfasts, hotels, motels, caravan parks whose location makes them a suitable base for visitors to Puffing Billy Railway.



DO

Attractions, gardens, villages, wineries, breweries and other points of interest which are easily enjoyed in conjunction with a visit to Puffing Billy Railway.

TERMS & CONDITIONS

- The partnership agreement is valid for 12 months from the date of signing.
- The content of the partnership program is subject to change.
- All content provided will be reviewed by Puffing Billy Railway prior to publication.
- All partners' businesses must be aligned with Puffing Billy Railway's family branding and Safeguarding Children and Young People Statement of Commitment.
- A partner is required to place a Puffing Billy Railway listing on their website and supply content for their listing on the Puffing Billy Railway website within 30 days of the contract commencing.
- A partner is required to post about Puffing Billy Railway on their social media channels twice during the twelve-month contractual period. The partner is expected to publish posts based on content received and at the times specified by the railway.
- A partner will be provided with an online form to upload content for their two social media posts on Puffing Billy Railway's channels. The content must be received by the 15th of the month prior to the month of publication.
- Puffing Billy Railway reserves the right to accept or refuse any partner Expression of Interest at their discretion.
- After the initial twelve month period, Puffing Billy Railway will consider an extension if the partner obligations have been met.
- All partners are required to have a COVIDSafe Plan.
- Puffing Billy Railway reserves the right to cancel any partnership if the partner's business practices during the period of the contract conflicts with the organisation's family branding or Safeguarding Children and Young People Statement of Commitment.

BECOMING A PARTNER

To start the process, please complete an Expression of Interest form at puffingbilly.com.au/partnerships



GET IN TOUCH

To find out more about partnering with Puffing Billy Railway, feel free to get in touch and arrange a time to meet with us.

P: 03 9757 0700

E: partnerships@pbr.org.au

PUFFINGBILLY.COM.AU

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